

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>106858</b>
	Alt Order #:	06854595
	Product Desc:	HORSFORD ADD
	Estimate:	1838
	Flight Dates:	09/21/12 - 09/24/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>GMMB, Inc./ Washington D.C.</b>
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Horsford for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	18	\$14,160.00	\$12,036.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$14,160.00	\$12,036.00	0.00
Totals	18	\$14,160.00	\$12,036.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	24%	\$14,160.00
Market	100%	\$59,000.00

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$19,470.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$16,520.00
KTUD	1%	\$590.00
KVVU	12%	\$7,080.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,180.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagners	GM	5-6a	M--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/21/12	09/27/12	M--F--		1				\$325.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	M--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$325.00		0.00			
2	KSNV	09/21/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	M--F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$650.00		0.00			
3	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$625.00		0.00			
4	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$625.00		0.00			
N 5	KSNV	09/21/12	09/24/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III	CM	10am-11am	M--F--	:30	2	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		2				\$325.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	09/21/12-09/27/12	M-F Today Show III 4th Hr		10am-11am	M--F--	:30		<del>(\$325.00)</del>		0.00	NM		
				Credited [credit - mg on 6863996]											
6	KSNV	09/21/12	09/24/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	M--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$325.00		0.00			
7	KSNV	09/21/12	09/24/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	M--F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$425.00		0.00			
8	KSNV	09/21/12	09/24/12	The Agenda 1230pm The Agenda 1230pm NEWS 4: THE AGENDA	CM	1230-1p	M--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$325.00		0.00			
9	KSNV	09/21/12	09/24/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	M--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$325.00		0.00			
10	KSNV	09/21/12	09/24/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	M--F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$450.00		0.00			
N 11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel WHEEL OF FORTUNE	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		2				\$500.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		2				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12	Weekend Jeopardy/Wheel			630-730pm	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
Credited [credit - mg on 6863996]															
2	KSNV	09/17/12-09/23/12	Weekend Jeopardy/Wheel			630-730pm	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
Credited [credit - mg on 6863996]															
12	KSNV	09/24/12	09/24/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$4,000.00		0.00			
13	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$1,100.00		0.00			
14	KSNV	09/21/12	09/24/12	Mad Money AN Mad Money AN	CM	3:00-4:00am	M--F--	:30	1	\$30.00	4	0.00	NM	1	\$30.00
MAD \$															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		1				\$30.00		0.00			
15	KSNV	09/21/12	09/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M--F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M--F--		2				\$1,000.00		0.00			
16	KSNV	09/23/12	09/23/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	:30	1	\$30.00	4	0.00	NM	1	\$30.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$30.00		0.00			
17	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$200.00		0.00			
18	KSNV	09/23/12	09/23/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$2,400.00		0.00			
													Totals	18	\$14,160.00